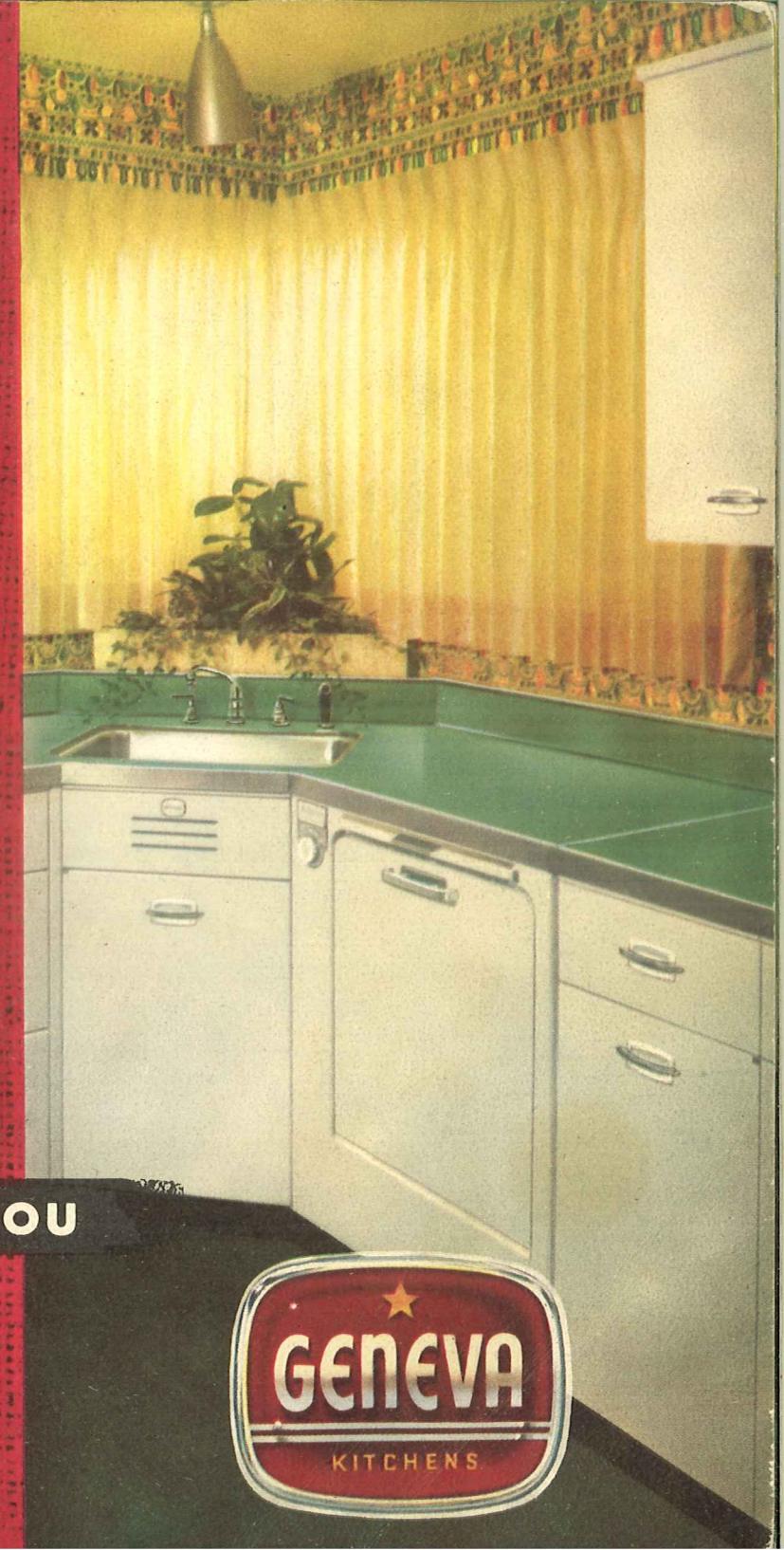


Kitchens with Charm

... PERSONALIZED FOR YOU

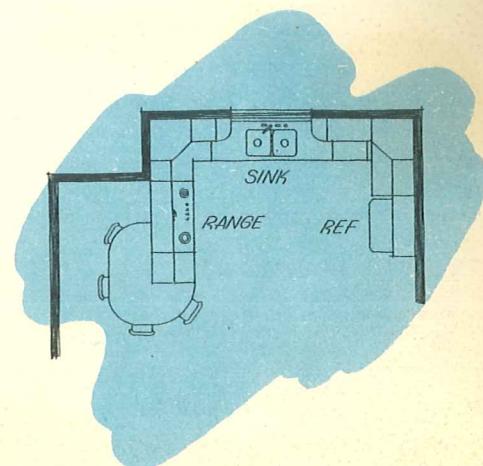




A GENEVA KITCHEN . . .

Personalized for You

Half the thrill of owning a new kitchen is having it designed to your individual taste. That is why you will want your new kitchen to be a GENEVA. The extensive line of GENEVA cabinet styles and sizes permits custom tailoring your kitchen to your personal ideas. And you'll be delighted with GENEVA'S fine quality . . . in design . . . construction . . . and craftsmanship. The photographs on the following pages illustrate the unusual beauty and efficient arrangements that are possible in GENEVA long lasting personalized kitchens of steel.





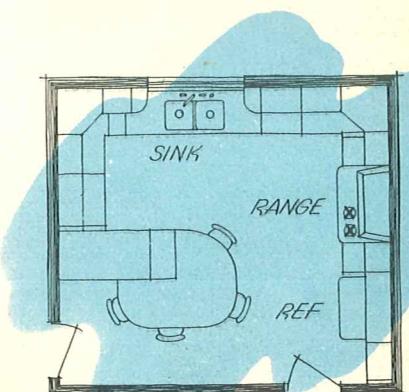


PLAN YOUR KITCHEN

... to save time and steps

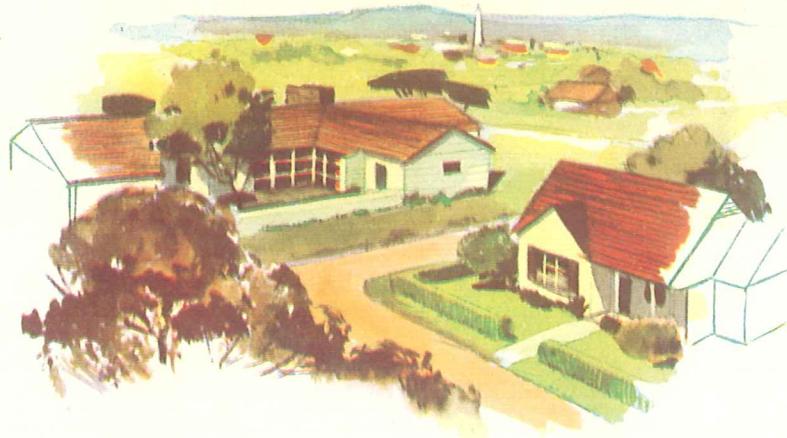
The basic ingredient to make any kitchen "tick" . . . is the plan. Proper planning can save you countless steps and hours of time each week. It revolves around the three major work centers — sink (cleaning and preparation), range (cooking and serving), and refrigerator (storage and refrigeration).

Notice the picture on the right. See how each center is equipped with ample storage and counter space. Note, too, how the sink is placed *between* the other centers to save steps. The Geneva line allows the planner to utilize every inch of space to best possible advantage.









stunning
Geneva kitchens
...for the large or small home

Whether you have space galore . . . or a small, compact kitchen area, GENEVA can furnish a kitchen to delight your taste and meet your requirements. Cabinets will be of long-lasting, easy-to-keep clean, baked enamel steel. Cost can be tailored to fit your budget . . . and amortized over a long period of time. To be sure of the finest . . . insist on a GENEVA kitchen . . . *personalized for you.*

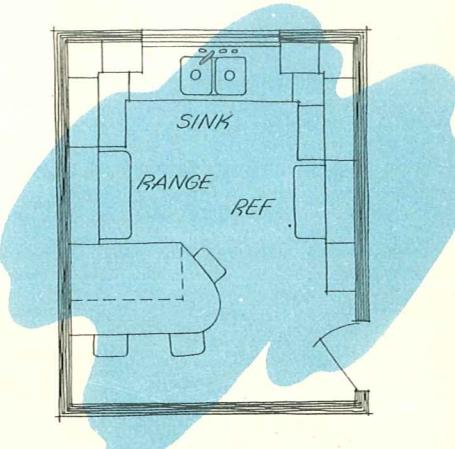




IDEAS UNLIMITED

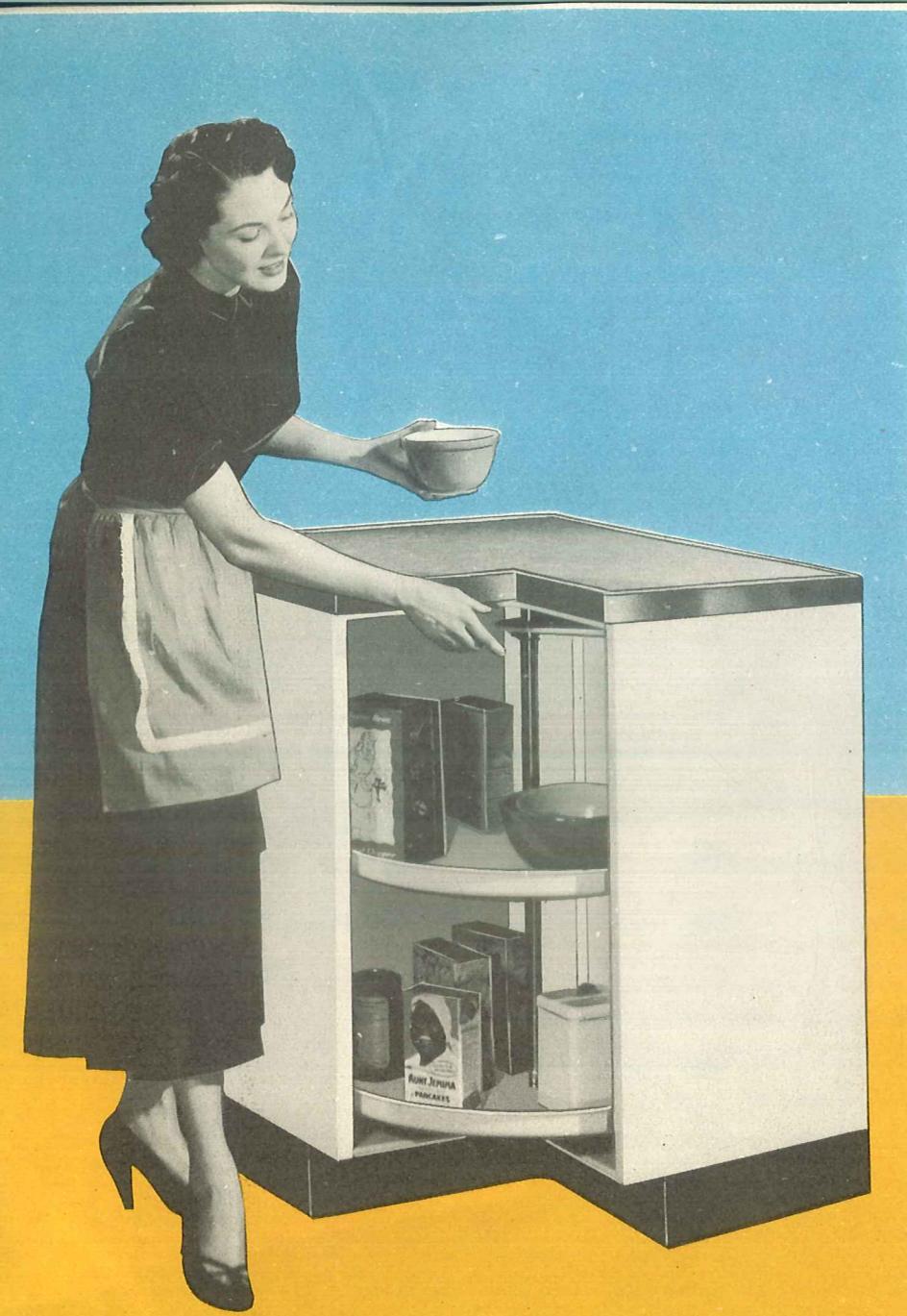
... for kitchen decorating

Developing the decorative motif for your new GENEVA kitchen can be loads of fun . . . and a real expression of your creative talents. It isn't essential that you confine your thinking to color schemes and arrangements. Put your imagination to work — explore the broader fields. To start your thinking here are but a few of the many decorative themes that can be highly unusual, i.e. nautical, provincial, farm, Dutch, western, etc. Remember . . . gay, colorful surroundings help speed your work and add cheerfulness to your home.



Farm Kitchen

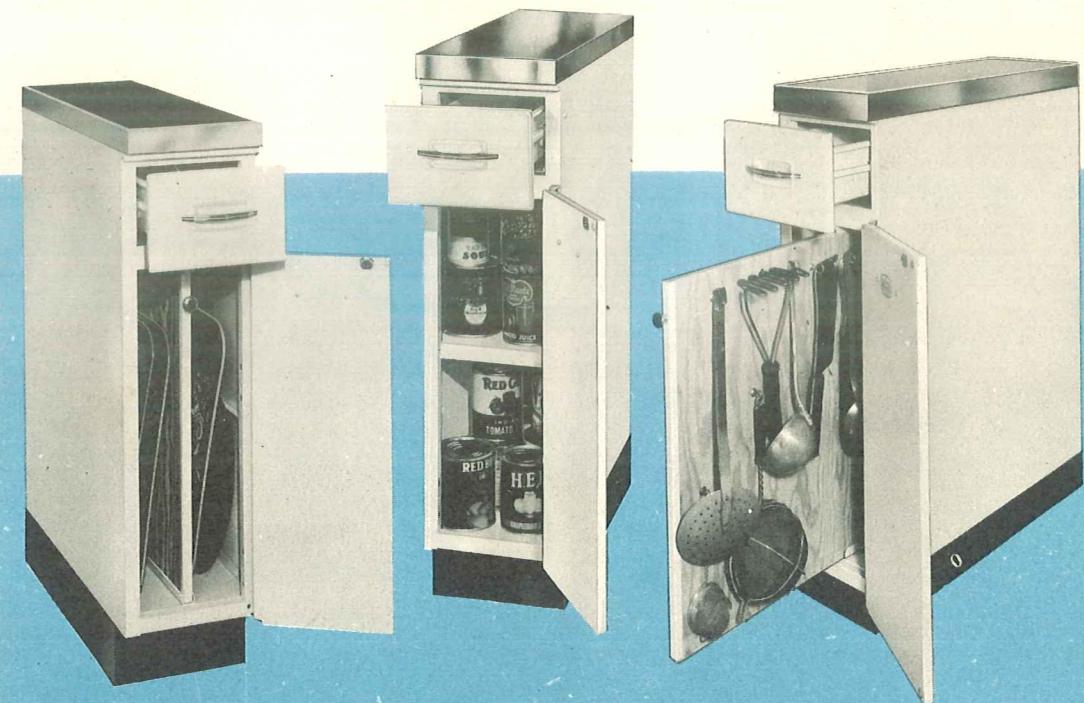




MERRY-GO-ROUND CABINET

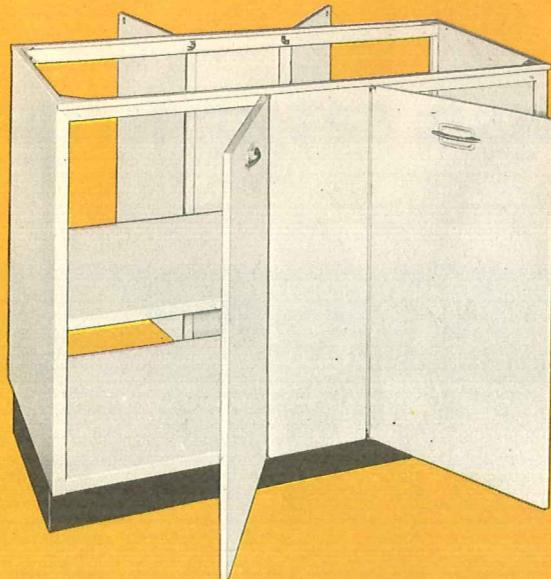
Converts that dead space or hard-to-reach corner into a useful, practical place to store any kind of foods or utensils. Simply push the door and spin shelves bring everything within easy reach. No squatting or groping. Ingenious patent closes this revolving door automatically.

Special purpose
cabinets you will want
for your
GENEVA KITCHEN



3-WAY UTILITY UNIT

Talk about handy — here's the cleverest little cabinet you've ever laid eyes upon. May be used for tray storage, (left), conventional storage, (center), or with hooks added to pull-out board, it is ideal for hanging hard-to-store strainers, spatulas, small skillets, (right). Cabinet is only 9" wide.



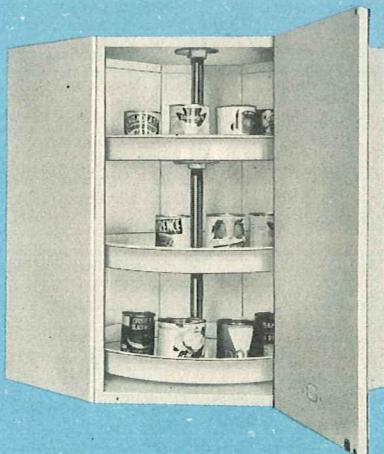
PENINSULA CABINET

The perfect answer for peninsulas, islands or snack bars. If one door is closed off by adjoining cabinetry, you still have free access to contents through three other doors. Full length solid steel shelf provides ample storage space *right where you need it*. Geneva makes dozens of special purpose units, also special size and shape cabinets to order.



TABLE HEIGHT UNITS

Only 30" high with tops, these cabinets are used for lowered work space, eating arrangements or planning desk. Available in cupboard or all drawer type (above).



SPIN SHELF CABINET

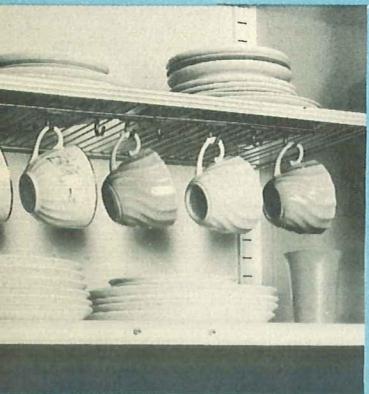
Full use of corner may be obtained with this deluxe cabinet. Unit contains three shelves which spin easily on ball bearings, bringing all contents to front.



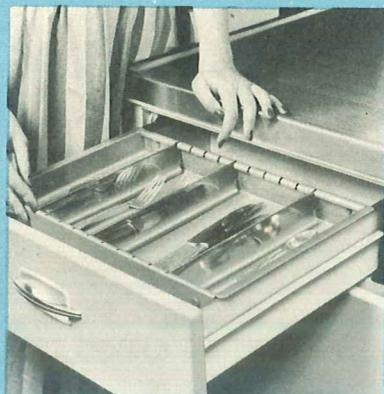
UP POPS YOUR MIXER!

Finger tip, counterbalanced action brings mixer out and up into working position easily. Mixer is mounted on laminated hardwood platform which is firm and solid. This mixer cabinet is the perfect solution to the storage problem of this appliance. When not in use it's out of sight.

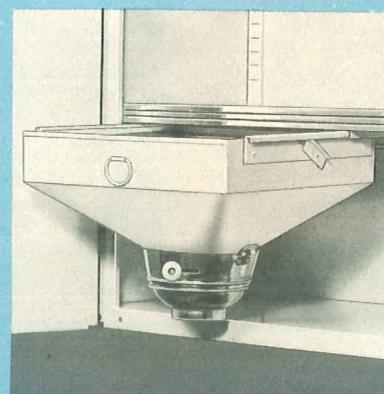
Everything at your finger tips..



CUPHOOK RACK



CUTLERY TRAY



FLOUR BIN



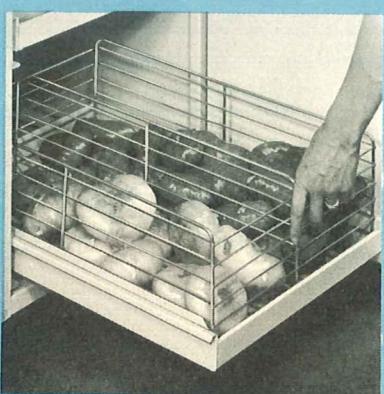
TOWEL RACK



BREAD BOX



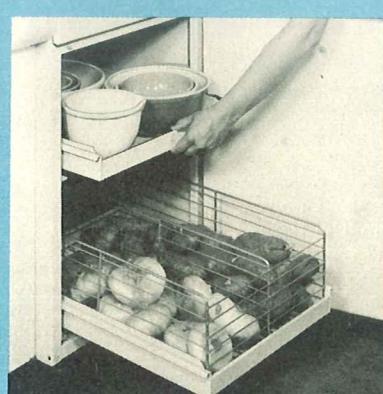
FLOUR, MEAL & SUGAR BIN



VEGETABLE BIN



CUTTING BOARD

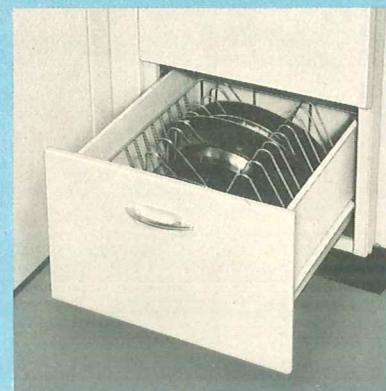


SLIDING SHELF



CONDIMENT RACK

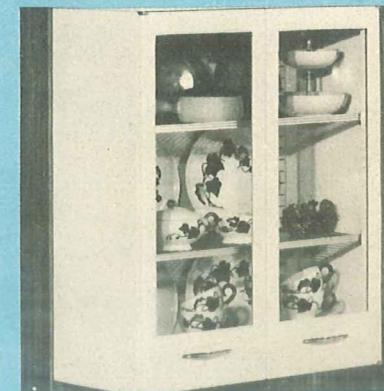
... WITH THESE GENEVA ACCESSORIES



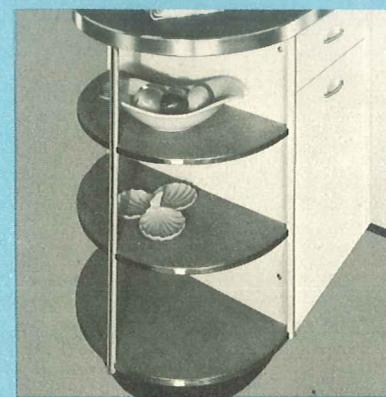
LID OR TIN FILE



RECIPE RACK



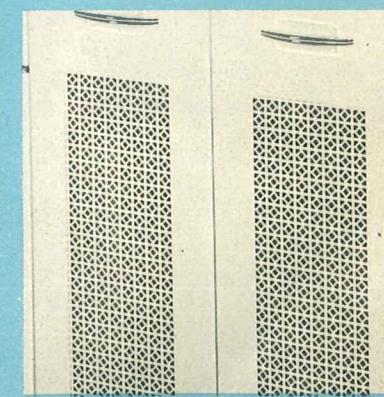
GLASS DOORS



BASE END SHELF



GLASS SHELVES



GRILLE DOORS

... AND A GENEVA SINK

to meet your specific
needs and preference

Geneva furnishes a handsome array of sinks in a great variety of materials and sizes. Standard sizes range from 36 inches in width up to 96 inches. Custom sink tops (illustrated on page 19) may be in any size or shape required. Sink surfaces are made in stainless steel, Formica, porcelain, linoleum or vinyl.

The number of models and styles to select from will enable you to have the very sink you have yearned for.



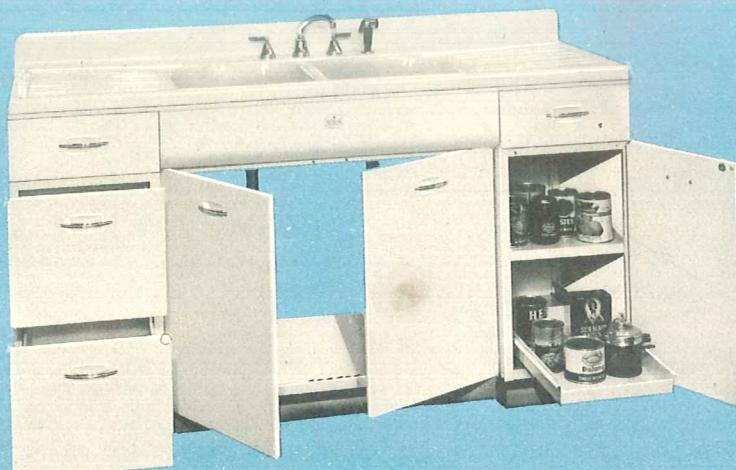
54" OR 60" SINK

Features drainboards on either side of bowl. The 60" size may contain double bowls in stainless steel model. Popular in porcelain, Formica or linoleum. Notice recessed center section of unit.

42" MODEL

Ideal for limited space, this sink is available with either right or left hand drainboard. Top may be of porcelain (below), Formica, linoleum or vinyl.





66" DELUXE MODEL

A complete work center in itself with plenty of drawer and cupboard space to hold utensils for food preparation. Sink features double bowls, double drainboards. Available in any type top material desired.



THE QUEEN OF THEM ALL . . .

GENEVA'S Heirloom Stainless Steel Sink

The magic of stainless steel combines beauty, utility and enduring permanence, giving you a sink that will be a life-long cherished possession. Geneva's unusual construction provides great strength. There are no seams or joints to collect germs, no hiding places for food deposits or odors. Fats, acids or alkalies do not affect this surface for it's stainless clear through. A swish of a damp cloth leaves it gleaming. Here is truly the finest sink money can buy. Installed, it adds many times its cost to the value of a home. Stainless steel sinks are made in 36", 54", 60", 66", 72", 84" and 96" sizes.

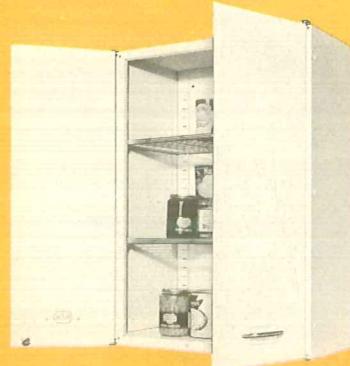
Arrange it the way you want it . . . with these **BASIC UNITS**

Every Geneva cabinet is die formed and electrically welded to assure highest quality. Before painting they are Bonderized to prevent rusting. Both coats of paint are baked on at high heat giving you a finish that is durable and easy to keep looking sparkling new.



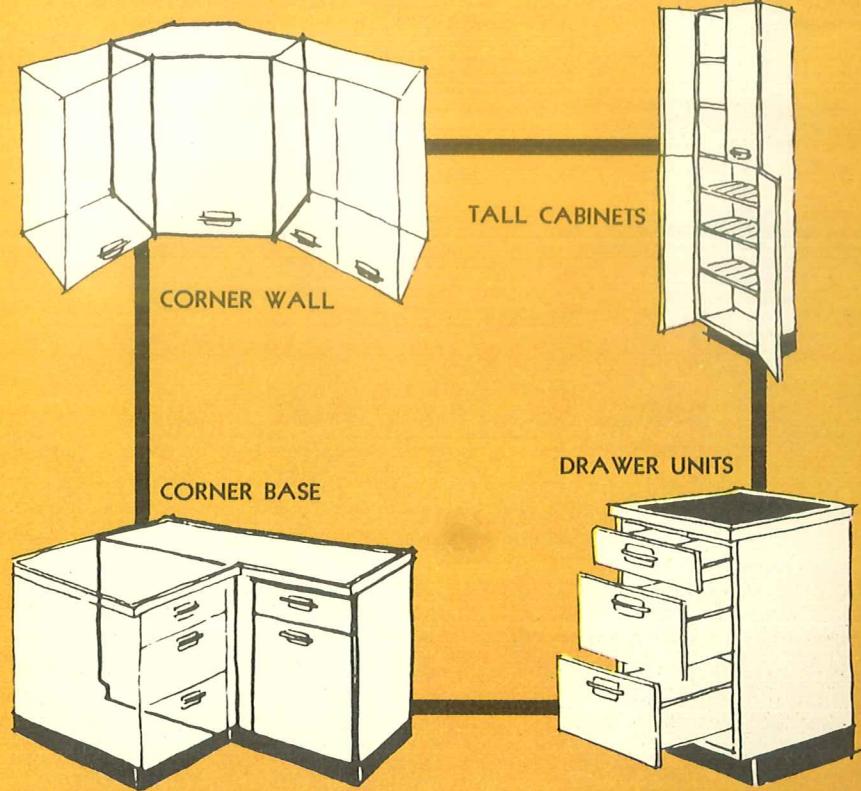
BASE CABINETS

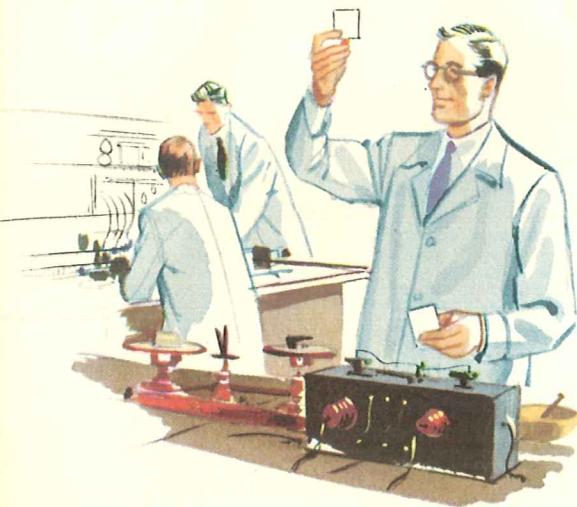
Cupboard and drawer type base units are made in many sizes to allow flexibility in planning. Roomy cupboards are designed to hold all types of supplies and there is a base cabinet for every need. Drawers glide smoothly on nylon rollers, close quietly against rubber bumpers. Only best materials go into the construction of Geneva kitchens.



WALL CABINETS

These sleek cabinets provide plenty of storage space for dishes, glasses, food and linens. All units are 13 inches deep — roomy enough to hold the largest dinner plates. Open view wire shelves cannot collect dust and are instantly adjustable to suit your personal needs. Standard units available in 30 inch and 18 inch heights, many widths from 12 to 42 inches.

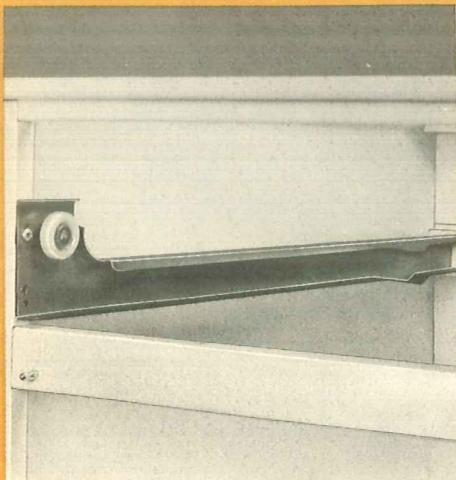




Quality features . . .

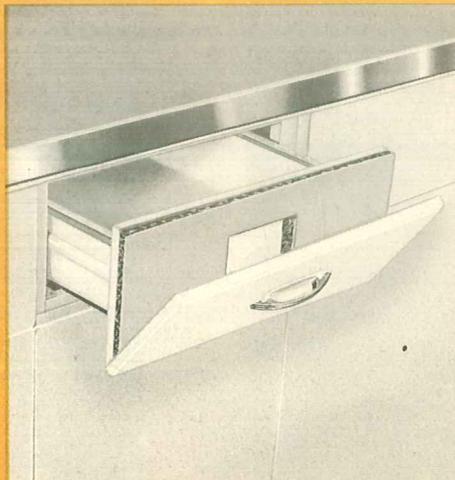
STANDARD WITH GENEVA

The feature that distinguishes Geneva kitchens from others is the exceptional quality that is built into each cabinet. There has never been an attempt to cut corners at the expense of quality. Below are a few of the reasons the name Geneva has become synonymous with fine quality.



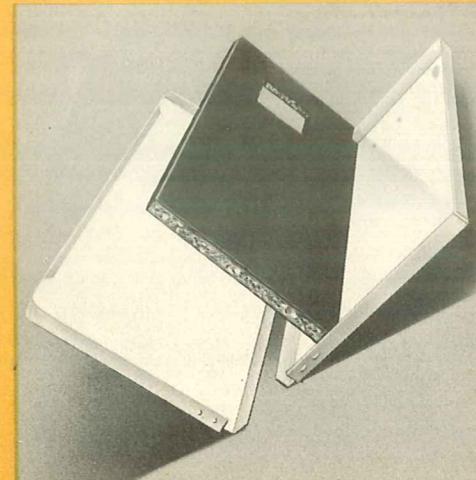
DRAWER SLIDE

Drawers are supported on heavy leadcoated steel channels and feature roller type interlocking slides. Rollers are made of indestructible nylon. The slightest nudge will gently close Geneva's drawers.



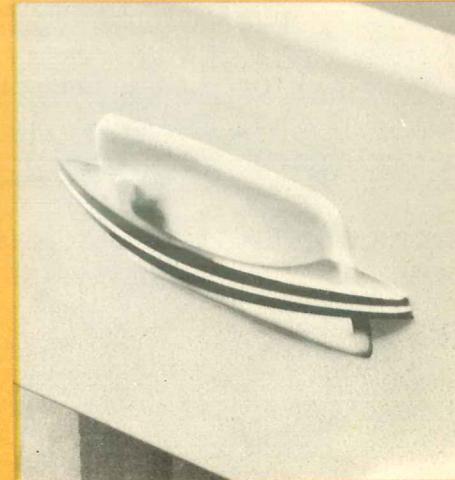
REMOVABLE DRAWER FRONT

Should an accident cause a drawer front to be damaged, there's no need to buy a whole new drawer. Simply remove the front and replace it. No special tools are required to make the change.



INSIDE PAINTING

This exclusive Geneva feature gives you extra protection at the point where rust normally forms — inside the doors and drawer fronts. Sound insulating material adds strength, eliminates rattles.



HANDLE PROTECTOR

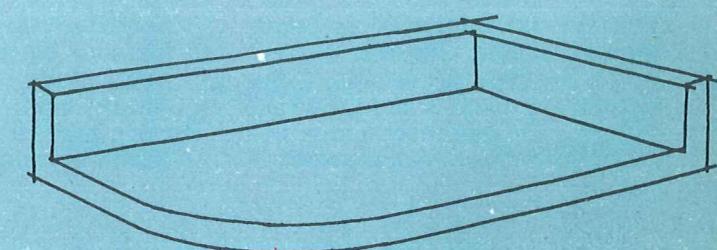
All Geneva handles are of die formed chrome plated steel. Back of them a plastic cup allows more room for fingers and protects the finish from wear which is exceedingly hard around handle area.

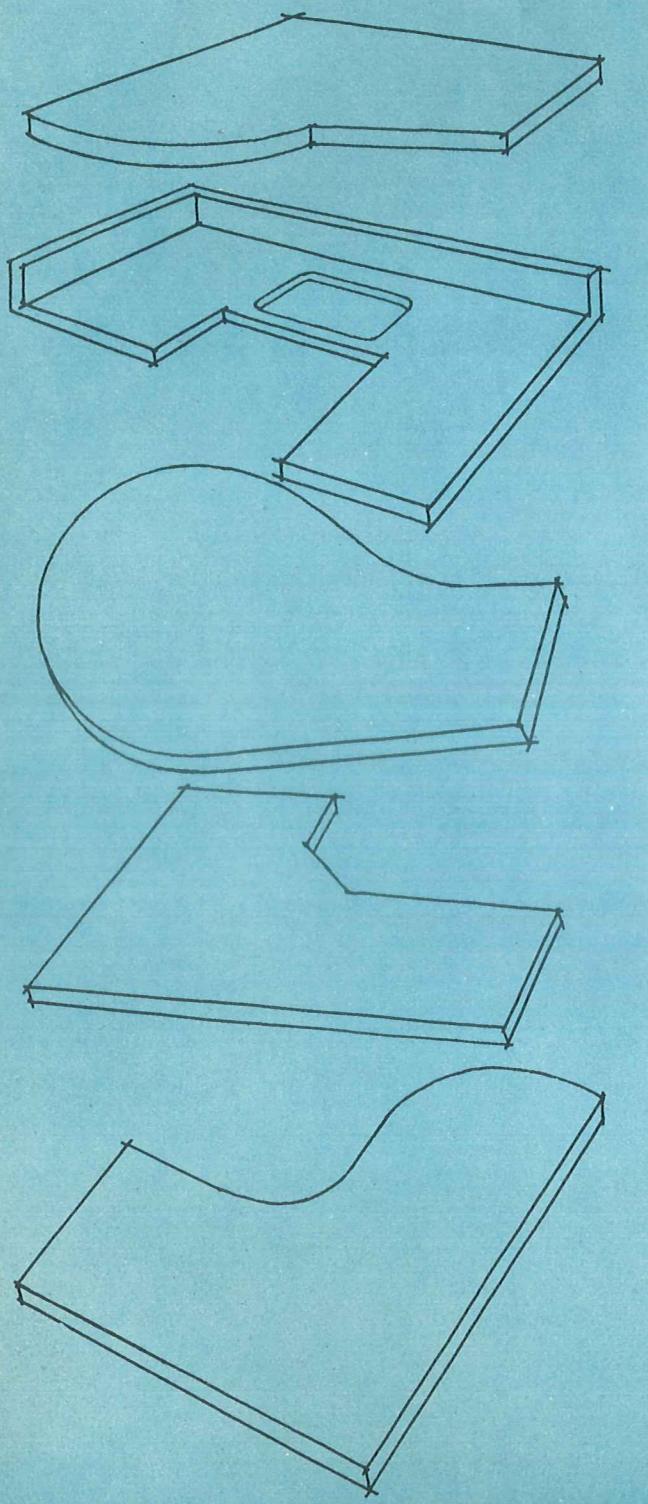


Continuous COUNTER TOPS

**give your kitchen
that tailored look...**

Practically any color of the rainbow is available in Geneva's wide range of counter top materials and patterns. You can select a color to harmonize with any color scheme. Custom-built counter tops are used over batteries of base cabinets to eliminate unsightly joints and make neater, more sanitary installations. Tops are available in exciting Formica, durable linoleum, colorful vinyl, tough hardwood maple or stainless steel. Any size or shape is possible to make as the sketches indicate. Inserts of maple or stainless steel are often used in the section of the top nearest the range for cutting, chopping or sliding hot pans onto. Look for the Geneva trademark on your tops.

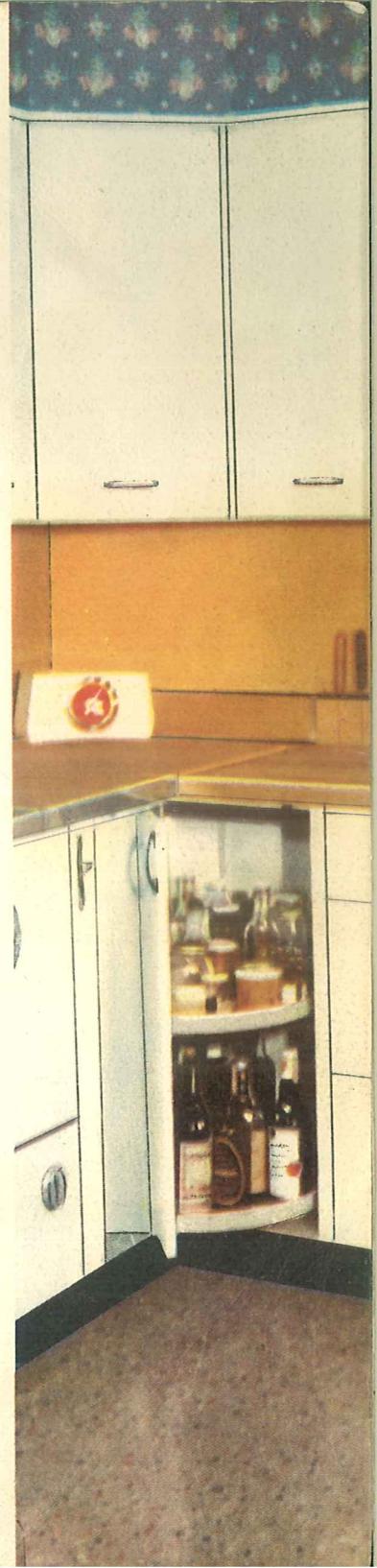


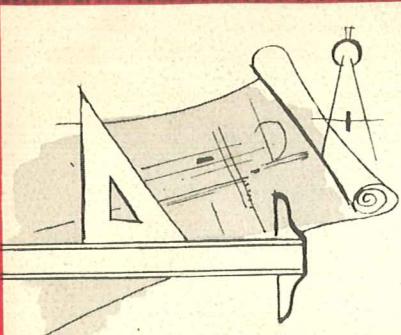


WHY STEEL KITCHENS ?

Kitchens of steel have many advantages. They require very little care, are attractive and clean with a minimum of work. Steel cannot warp, shrink or stick and it is vermin proof. With steel slides the drawers operate smoothly, effortlessly . . . on nylon rollers that never wear out. Hinges are semi-concealed.

Yes, if you want the finest you'll choose Geneva steel cabinets for beauty and trouble-free service. It's the smart, modern way to equip your kitchen, an investment that will add more than its cost to the value of your home.





YOUR GENEVA DEALER

... a kitchen specialist

When you select a GENEVA kitchen you have double assurance of complete satisfaction. *First* you are assured of having the finest kitchen that money can buy. *Second* you have the assurance that the people who will plan and install your kitchen are experienced craftsmen and specialists in this field. Visit your GENEVA dealer's display room . . . he will be happy to demonstrate the

many points of superiority of GENEVA kitchens . . . and advise you on planning . . . costs . . . and methods of financing.

IF YOU'RE BUILDING

Consult your architect and your GENEVA dealer in the early planning stages so they can work together to give you the finest kitchen layout.

GENEVA MODERN KITCHENS Geneva, Illinois

Catalog No. 67

Printed in U.S.A.

